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Exhibit 4

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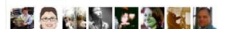
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Rudy Giuliani Launches a Social Network: It Doesn't Suck

December 6, 2007 by Mark Rizzo Hopkins 2

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I spoke a bit last night about the never-released series on the US Presidential candidates that's been sitting in my drafts folder for a few weeks. Hours after I posted last night's article blasting Rudy Giuliani (amongst others) for having what has to be one of the worst pseudo-Web 2.0 sites on the Internet, Team Rudy was released. Team Rudy is Giuliani's new social network designed specifically for the campaign.

Typically, I'm not a fan of niche social networks. I'm generally against the need for me to have Yet Another Username to keep track of, and nine times of ten, the niche social network only adds marginal value to the concept of social networking in general. That's not an indictment of all niche social networks, just most of them. In my research on the social Internet presences of the candidates, the worst offender in the category of niche social network that pops into my head is Dennis Kucinich's personal social network. They recently redesigned the site, and I don't have any old screenshots to show you, but the way I described it in my previous write-up was: "the aesthetic equivalent of a spurned step-child of TechMeme and PHPNuke."



The service had absolutely no redeeming value, and the primary function seemed to be for Kucinich supporters to sell hand knit sweaters to one another, and find other Kucinich supporters who were available and willing to date them. I'm not making this up.

As bad as the site was, it still didn't hold a candle to the uselessness that was Rudy Giuliani's campaign website. From my unpublished review of his presence:

Don't get me wrong, your website is modern and media-enriched, it's just not very social. Like Hillary's site, it's like a well-produced online magazine. It lacks your voice though, and your communication with your future voters. Also, your blog has some significant design flaws: when you have someone design you a blog from the ground up (instead of using the hundreds of free solutions in the wild), make sure that next time you mention posts should paginate. Having every single post on your blog in one single page makes the site completely unusable.



Additionally, without RSS ability on your blog, you're losing one of the key benefits in having a blog in the first place: creating an easily discoverable feed for journalists and other bloggers.

Your Digg account is unique, and not many candidates seem to be using those presently. If you notice your Digg history, the links that get the most votes are the ones that don't link back to your blog. I can't say exactly why, but I'm sure it's because those links go back to a blog that's almost completely useless from a New Media standpoint.

Much of my original criticisms still stand. His blog is still horribly designed. There are very few, if any, discoverable RSS feeds in his site. He has one thing that few other candidates have presently: a kick-ass social network.

According to the press information I recently received, this thing just launched, and I've got to be honest: although I'm not a Giuliani supporter, this thing almost makes me want to be one. Instead of creating a niche social network in the traditional sense, it creates a community under you, the social network user. You get "Rudy Points" for performing certain actions, like bringing other people into the system, writing letters to the editor, donating money, writing testimonials, or calling talk radio shows in support of Rudy.

My Action Alerts:

Invite a Friend:
First Name Last Name Email Address
Invite Friends

Donate \$25! Help Rudy be victorious in 2008 +25

You can help Rudy win in 2008! List your volunteer interests here. +2

Click here to be a part of Keep Moving Forward +1

Why Rudy? Tell us why you support Rudy. +10

Call talk radio and speak out for Rudy! +2

Write letters to the editor. +10

Your Rudy Points put you on the leaderboard, and are redeemable for Rudy Giuliani Schwag. If I can hit 40 more points, I qualify to receive a Rudy bumper sticker.

10

Personal Impact

Rudy's Rookie Team

Earn 40.0 more points to move up to Rudy's Farm Team and receive an official Rudy bumper sticker.

Rank Unknown

MORE STATS

In addition to the gaming aspect of the system, recruitment also has a special feel to it. It is almost a bit like a pyramid marketing scheme. You pull folks in to the system, and they show up in your downline. You get points for the folks you bring in, and you also get points for the people *they* bring in, and so on. It is almost as if Rudy looked at Hillary's campaign and said, "Hmmm. That Ponzi scheme thing they have going on over there seems to be working pretty well. How can I do that for my campaign, and not break the law."

Clearly, the whole thing is gimmicky, and even the rewards end up supporting the campaign, but it's the cleverest concept and execution for a social network I've seen in the campaign so far.



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chrisco

His social network might not suck, but...

3 years ago

Like



Mark \

Haha.

I'm not making comments on his policies... just his social presence.

His blog and other social media presences are "still" extremely lacking. There isn't a place anywhere on his website where you can find something that was actually written or even dictated by Giuliani... much less a place where you can interact with the candidate.

I'm not saying he needs to answer all his emails all the time. On the other hand, it wouldn't hurt to actually talk to the people you want to vote for you.

3 years ago in reply to chrisco

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